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PROPOSED RESPONSE REGARDING INGREDIENTS ISSUE IN NORWAY

Cigarette ingredients and product formulas are closely-guarded trade secrets. Because they are essential to the taste and consumer appeal of individual brands, the identities and quantities of specific ingredients in cigarette brands and the mixture of ingredients comprising the recipe for any individual brand are high confidential trade secrets of the manufacturer. Disclosure of the ingredients used in specific cigarettes could reveal product formulas that have required years of research to develop and cause irreparable damage to the manufacturer in a highly competitive industry. Although a wide range of ingredients used in cigarettes have been listed by governmental agencies and reviewed by qualified scientific bodies, there has been a recognition that specific formulas have the highest commercial value and must remain closely-guarded trade secrets.

Substances other than tobacco, or "ingredients" have been added to tobacco to influence its flavour for hundreds of years. Most of the ingredients used in cigarettes have a long history of use in foods and beverages and have been reviewed for use in these products by a variety of organizations and governmental agencies. For example, most cigarette ingredients are included in a list of substances "Generally Recognized As Safe" (GRAS) by the Flavor and Extract Manufacturers Association (FEMA) in the United States.

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Furthermore, the ingredients used in cigarettes sold in Norway have been specifically approved by law for use in tobacco products in the United Kingdom, Germany, Switzerland, France, Belgium, the Council of Europe etc.

It is important to note that non-tobacco ingredients are not added to cigarettes in large amounts. A small number of casing materials, moisturizers and major flavors account for the great bulk of ingredients actually in a cigarette. In fact, this small group of substances (casings, humectants and processing aids) comprises over 99% of the total amount, by weight, of non-tobacco ingredients used in the manufacture of cigarettes sold in Norway. The residual amounts of ingredients used as processing aids (e.g. carbon dioxide) in a finished cigarette are minute. The vast majority of non-tobacco ingredients are used as "top flavors" and are applied in extremely small amounts. These top flavors normally constitute less than one tenth of one per cent by weight of the final cigarette.

The addition of non-tobacco ingredients to cigarettes has not been shown to be a health hazard to smokers. The manufacturers continually review available scientific evidence relating to cigarette ingredients and believe that their use has not been associated with any deleterious effects in smokers. As previously indicated, all of the ingredients used in cigarettes sold in Norway can be found on the approved lists of governmentally

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affiliated or recognized organizations, it is important to emphasize and that such lists reflect a careful review of available scientific data by qualified scientists.

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